BTEC Assignment Brief

Qualification	BTEC International Level 3 Foundation Diploma in Esports BTEC International Level 3 Diploma in Esports BTEC International Level 3 Extended Diploma in Esports
Unit number and title	**13**: Business Applications of Esports in Social Media
Learning aims	**B:** Develop a plan to use social media in an esports organisation to meet its business requirements **C:** Implement the use of social media in an esports organisation
Assignment title	Plan, plan, plan!
Assessor	
Issue date	
Hand in deadline	

Vocational scenario or context	As part of your role as a social media assistant, you have been asked by the social media manager to assist in the development of the planning and implementation of social media for a new hardware company, called 'Gamingpro', who are looking to promote their gaming hardware to 18-25 year olds in your location. Their business requirements are as follows: • To increase sales of their latest gaming hardware by 5% in the next year. • To increase subscribers on social media by 10% in the next year.

Task 1	Your first job is to produce a social media plan for Gamingpro that justifies the following: • the specific requirements of Gamingpro including appropriate timescales and responsibilities for the use of social media • criteria for measuring the success of social media for Gamingpro • Selection of social media websites by matching site profiles to requirements • targets for the use of social media, number of followers, 'likes' and 'shares'. • content planning and publishing including a content posting schedule • developing online communities • enforcing social media policies. Your second job is to review your plan with appropriate target audience members. As a result of this review, you will need to include in your plan: • Details of what has been done well in your plan and any improvements required in order to meet business requirements • A justification for the planning decisions you have made, showing how the plan will fulfil its purpose and Gamingpro's business requirements Your third job is to now produce the social media content for Gamingpro. You will need to show evidence of: • Appropriate use of the features of social media that meet the requirements of the plan. You need to include a variety of social media websites. • Creativity by taking innovative approaches to problem solving and through the originality of your solution to Gamingpro's requirements. • Optimising the content, format and features of social media that meet the requirements of the plan. This should also show evidence and application of appropriate tools and techniques e.g. keyword strategies, scheduling publishing etc to optimise the effectiveness of future posts and other social media features Your fourth job is to review the social media plan and content. You will need to show evidence of: • A detailed review of the data obtained on social media usage, interaction and search engine rankings along with the profile of the people who have interacted with the posts and how this links to the business requirements. • A consideration of the legal and ethical implications of the content that you have posted on the social media site(s) • Details of the positive and negative outcomes in the use and implementation of the social media in order to fully meet Gamingpro business requirements along with appropriate suggestions as to how the use of social media could be improved in the future • Details of the extent to which the optimised content, format and features has improved search engine rankings, using an effective and detailed review of data including positive and negative outcomes.

Checklist of evidence required	• A social media plan for an esports organisation which meets identified business requirements. • Established social media pages dedicated to the esports organisation, which fulfil the requirements given in the plan, accompanied by a detailed review.

Criteria covered by this task:	
Unit/criteria reference	To achieve the criteria, you must show that you are able to:
13/BC.D3	Evaluate the extent to which the optimised content, format and features has improved search engine rankings, using an effective and detailed review of data.
13/BC.D2	Evaluate the plan and use of social media in an esports organisation against its business requirements.
13/C.M3	Optimise the content, format and features of social media that meet the requirements of the plan.
13/B.M2	Justify planning decisions made, showing how the plan will fulfil its purpose and the esports organisation's business requirements.
13/B.P3	Produce a plan to use social media in an esports organisation to meet its business requirements.
13/B.P4	Review the plan with others in order to identify and inform improvements.
13/C.P5	Produce business related content for an esports organisation, using appropriate features of social media that meet the requirements of the plan.
13/C.P6	Review data obtained on social media usage, interaction and search engine rankings.

Sources of information to support you with this assignment	**Websites** weareneon.com/blog/esports-on-social-media socialbakers.com/blog/sports-vs-esports-social-media-report-2020 medium.com/@CrystalKM/efuse-is-the-best-social-media-site-for-esports-fans-ff68fa74854b blog.walls.io/showcases/esports-and-social-media-walls/#:~:text=Social%20media%20is%20the%20most,the%20success%20of%20an%20event. redbull.com/gb-en/how-social-media-has-changed-esports scottytidwell.com/tag/social-media/ sotrender.com/blog/2017/06/6-lessons-learned-from-esports-brands-on-social-media/ influencermarketinghub.com/insights-into-esports-influencers-and-the-challenges-they-face/ kairosesports.com/service/social-media-strategy/

	britishesports.org/women-in-esports/kimmieriot-top-10-social-media-marketing-tips-in-esports/